



Across the fields of Somerset County lies the Countrymans' picturesque Landsdown Farm.

Countryman's employ new "worker"

(Continued from Page D2)

Landsdown Farm was just "fine-tuning a really good engine," he remarks.

And there's little exaggeration in Hay's compliments. Milking 86 registered Holsteins, the Countrymans are maintaining a rolling herd average of 17,000 pounds milk with a fat test between 4.0 and 4.1 percent.

"We aren't overly high in production," says Paul modestly, "but we are very proud of our longevity."

They've had 20 cows with 100,000 pound lifetime milk records in the herd at one time, and they have three Landsdown cows with over 200,000 pounds lifetime.

One of Paul's favorites is a 4E, 240,000-pound-lifetime herd member, who's now bred to Valiant. The 16-year-old has consistently given between 18,000 and 20,000 pounds every lactation.

"That's not good for our herd average, as such," adds Paul, "but their pedigrees are worth it."

A BAA of 104.5 and three home-bred excellents in the herd is something else for the Countrymans to be proud of.

Paul and Dave have bred seven excellent cows and also have bulls at several different studs. Their Ivanhoe Star Matador was, at one time, the highest dollar value bull in the breed.

In the Landsdown herd are Astronaut, Very, Sexation,

Columbus, and Chairman Elevations. Paul says that about one fifth of their income last year was from merchandising.

To show off their breeding stock, the Countrymans built up in 1973 their clean, efficient 80-cow stall barn that's completely insulated and designed with forced ventilation.

A unique feature of the housing is that the building itself — not the pipeline — is built with a slope. And another modification that the Countrymans made in the building design was to expand the 36 foot width to 40 feet.

Now that extra width on those feed alleys allows ample space for the new stanchion computer feeders.

Master Farmers since 1982, Paul and Dave also farm 350 acres. In addition to the time and energy that Paul and Dave put into the operation, Paul and Dave's wives, Marie and Linda, Dave's 16-year-old son, Mike, and a full-time hired man help with the management of the herd.

Oh, and there's that new worker on Landsdown Farm these days, too. Whether human or mechanical, all the workers pull together to maintain that top herd.

ADA/DC sponsors summer supermarket promotion

WILLIAMSPORT — During the summer months, the American Dairy Association and the Dairy Council will promote dairy products in Pennsylvania supermarkets using the theme, "Have a Dairy Good Summer."

The promotion will be installed in time for June Dairy Month and will run through July (National Ice Cream Month).

This is ADA/DC's largest supermarket promotion to date. Point-of-purchase materials, encouraging shoppers to buy real dairy products, will appear in the dairy case as well as the frozen food section.

Dairy aisle materials will

promote products such as milk, cheese, butter, and yogurt, while the frozen food area will encourage the purchase of ice cream.

There is a consumer photo contest included to attract attention to the promotion. Consumers are invited to submit photos of their families enjoying real dairy products.

By sending in the photo along with two proof of purchase seals from real dairy products, they will qualify to win prizes such as a Caribbean vacation or a 1986 Renault convertible.

The contest will be advertised nationally through Family Weekly magazines and a Sunday newspaper insert on June 9. Total circulation for the two ads will be 49 million. Contest entries will also be available at the dairy case.

The National Dairy Board will support the ice cream portion of the program with \$4 million in national ice cream advertising. Local programs such as ADA/DC

will cover the cost of printing and installing the supermarket materials.

ADA/DC staff members have been working closely with Pennsylvania store chains such as Riverside Markets, IGA Food Marts, ACME Markets, Giant Markets and Affiliated Foods and others. Materials were scheduled for installment in stores beginning May 13, 1985.

"Have a Dairy Good Summer" is

one of four retail promotions which ADA/DC sponsors throughout the year. For further information on this or any of ADA/DC's dairy promotion programs, contact ADA/DC's Williamsport office at (717)323-2552 or call tollfree 800-HOT-MILK.

ADA/DC is a dairy farmer funded and directed dairy promotion organization serving Pennsylvania, New York and New Jersey.

New Jersey farm hosts Dairy Open House

To lots of people, June means weddings and graduations, but Somerset County, N.J. farmers know that it's also time for Dairy Open House. The Everett family of Ever-Lea Farm, on Beekman Lane in Hillsboro, will host this event on June 9, 1:00 to 5:00 p.m., rain or shine.

The last open house drew 3,500 people interested in understanding a bit more about how a dairy farm operates.

Watching the cows being milked while they stand on a modern rotating carousel will be one interesting thing to see. There will also be movies and a petting zoo of small farm animals and young calves to interest the kids.

"The profile of Somerset County is changing," says Dave Kyle, president of the Somerset County Board of Agriculture, which is

sponsoring the event. "Developments are cropping up along country roads. This is a chance for our new neighbors to see a family farm that's been in business for 75 years."

While visitors sample the free milk and farm-fresh cheese that will be given out, they will be amazed to learn what a high-producing Holstein eats in a day. Such an animal processes 97 lbs. of a mixture that includes corn, alfalfa, brewer's grain, soybean meal, salt and minerals, plus 12 to 15 gallons of water into 75 lbs. of milk every day.

Ever-Lea farm is easily accessible and signs will be posted. From Rt. 206 take Dukes Parkway west and then New Centre Road. At Beekman Lane, turn right heading north to the farm.

From Rt. 202, turn south on Old

York Road, then make a quick right to South Branch Road. Turn left to Studford Drive going over the river into South Branch. Turn left at River Road and then right at Beekman Lane to the farm.

For additional information contact: Dave Kyle at (201) 369-7445, or Tom Everett at (201) 369-3711, or The Somerset Cooperative Extension Service at (201) 526-6293.



Paul Countryman says he's proud of the longevity of the Landsdown herd. This 16-year-old is just one of the herd's outstanding lifetime record-makers.